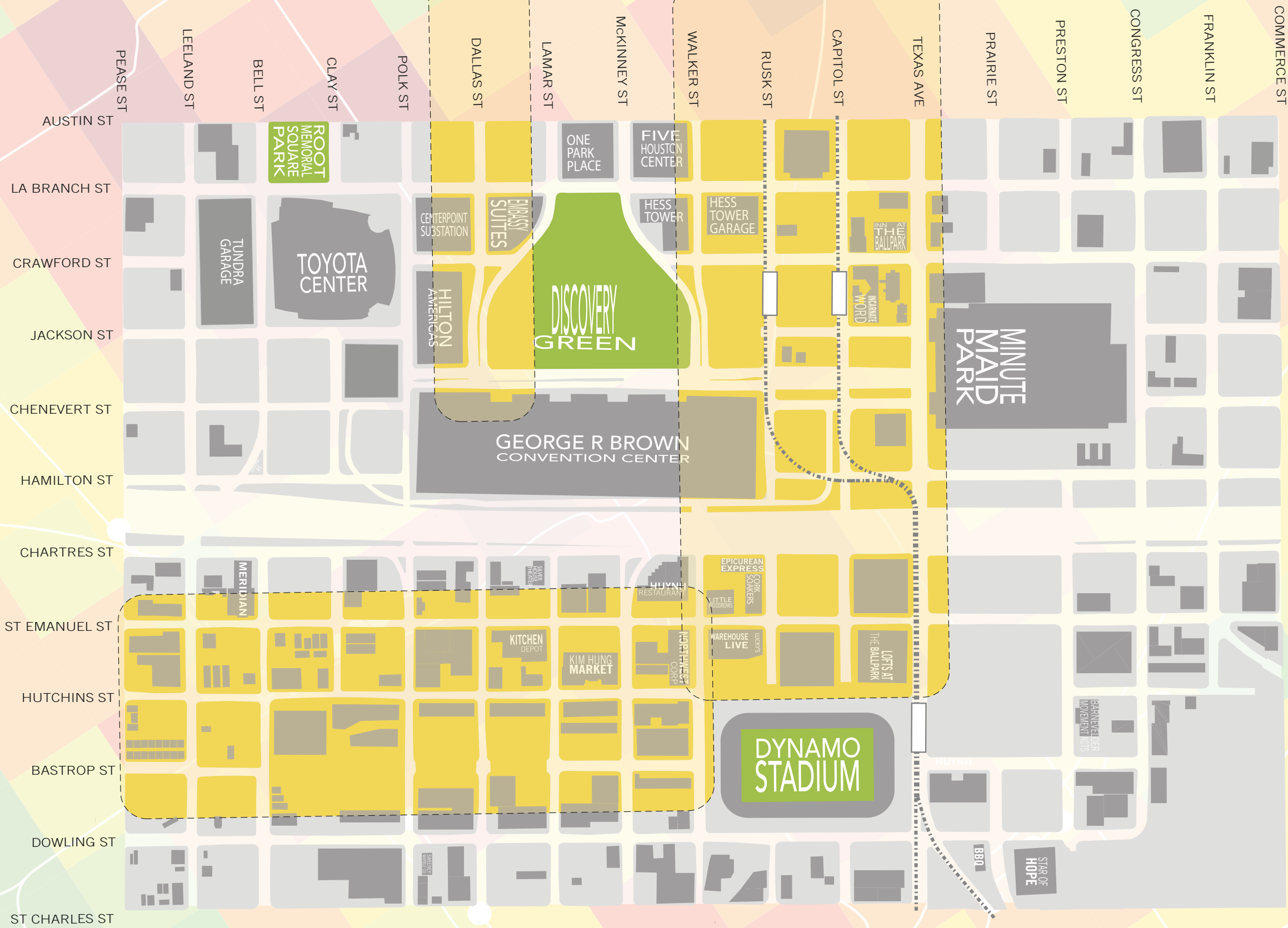




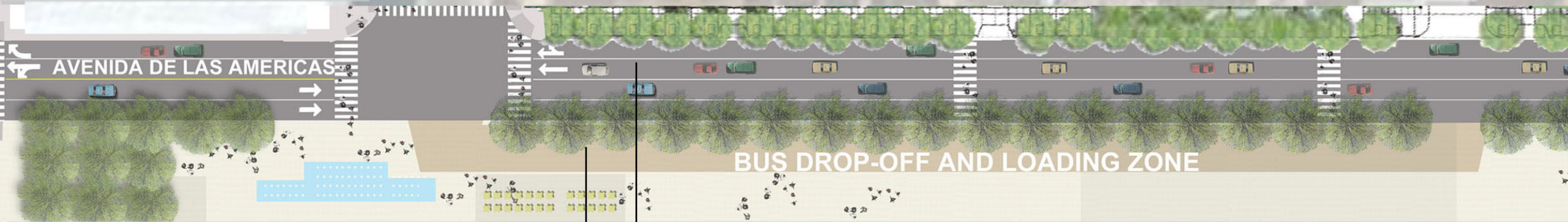
Instant Impact in Small Towns

Instant Impact Workshop
September 29, 2017

HUITT-ZOLLARS



HILTON
AMERICAS



GEORGE R BROWN

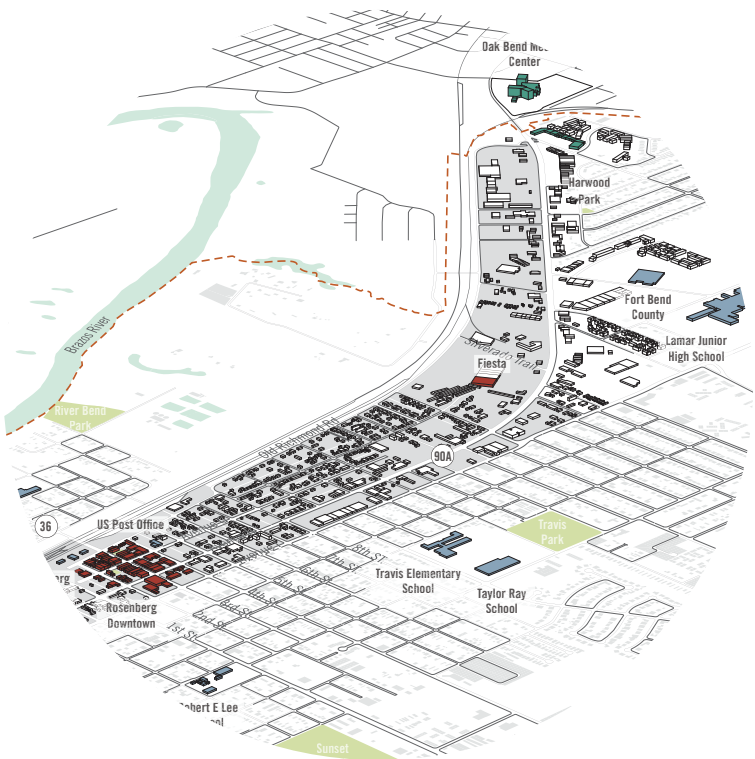
Reconfigure street (remove median and add area
to plaza zone on the west side of the GRB)

26 feet wide Bus Loading Zone





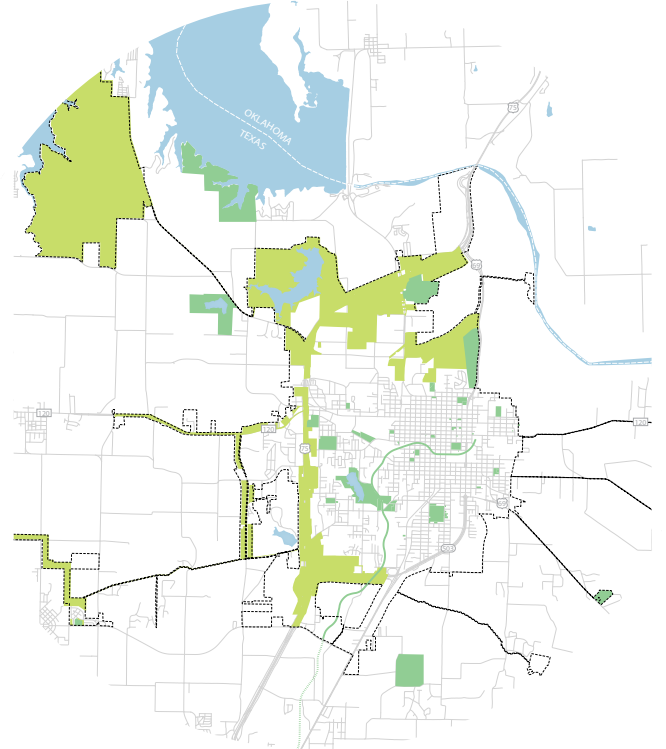




Rosenberg



Alvin



Denison







Event Street Closure

Traffic Analysis

Food Trucks

De-clutter

Art Installations

Antique Stores

Attract Retailers

Wayfinding

Bird Watching

Time-limited parking

Sports Community

Picnics

Farmers Market

Restaurants with outdoor seating

Vacant Space Opportunities

Movie Night

Start-up Business Incentives

Cluster Events

Historic Preservation

Baseball

Create Downtown Association

Art Wall



Outcome - Vision and Goals

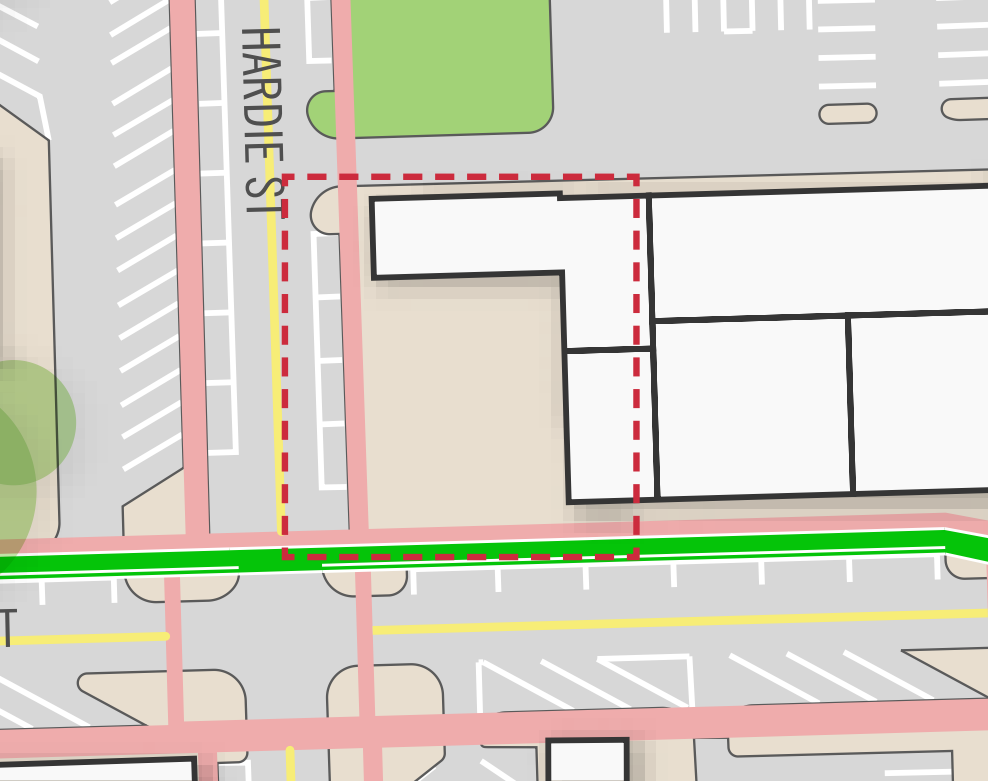
Downtown Alvin will be an economically sustainable center that attracts Alvin residents and people from across the region for culture, entertainment, and dining and keeps them engaged with its historic, eclectic, and friendly atmosphere.

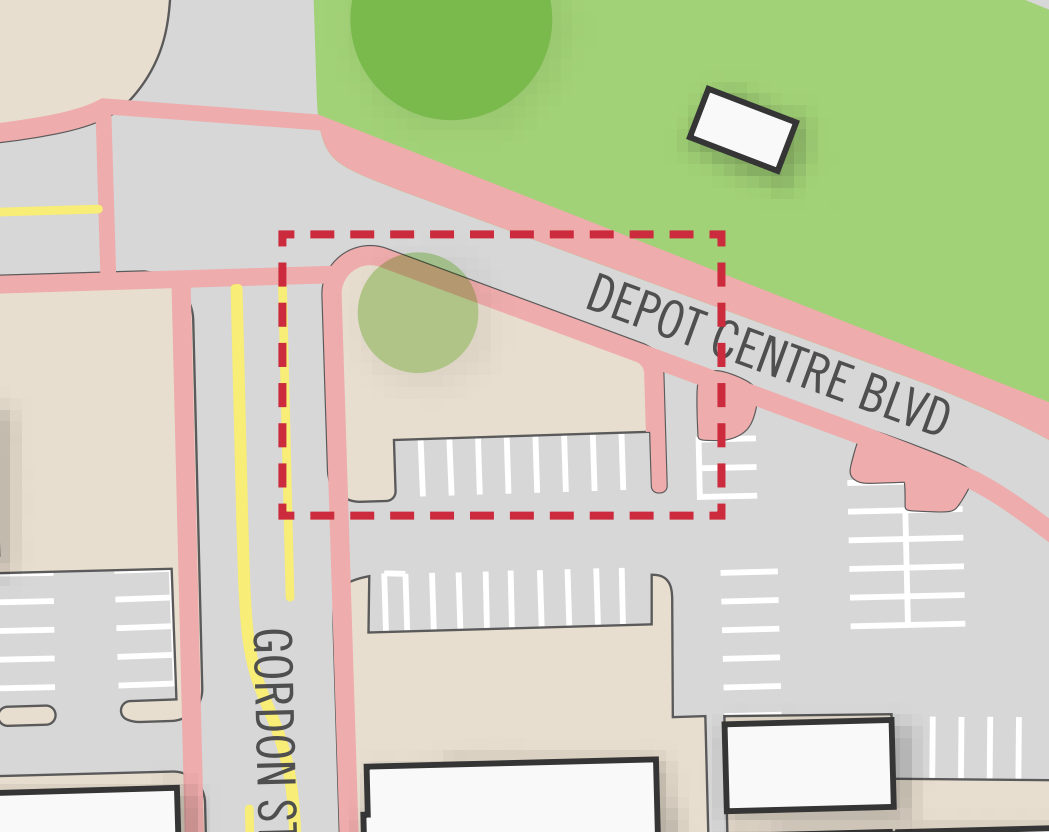
5 Opportunities

- 1** Small Governments
- 2** Local Pride
- 3** Right-of-Ways
- 4** Informal Approach
- 5** Events

1 Small Governments

Private / Public Partnerships





2 Local Pride



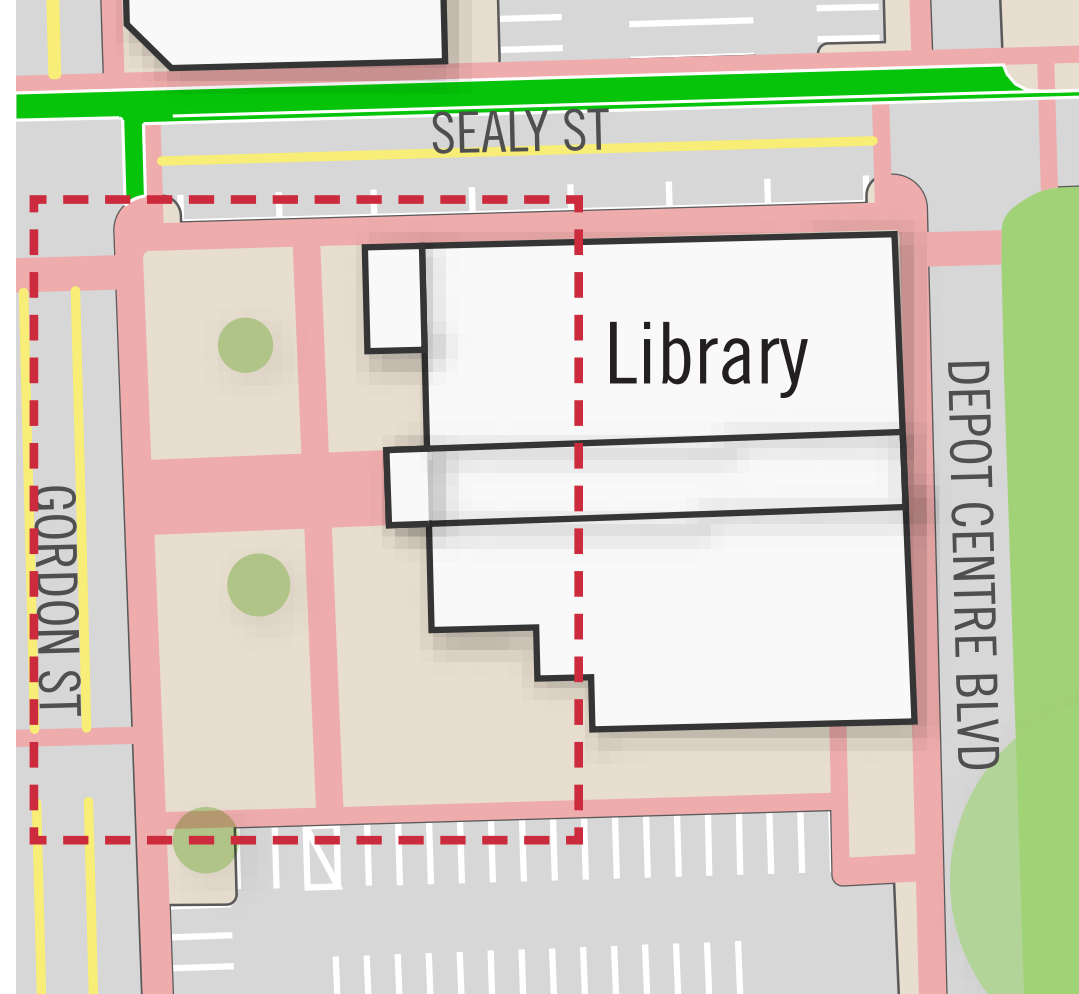
Welcome to
**YELLOW
JACKET
COUNTRY**

NO SMOKING

795



Public Art



3 Right-of-Ways

Negative Space



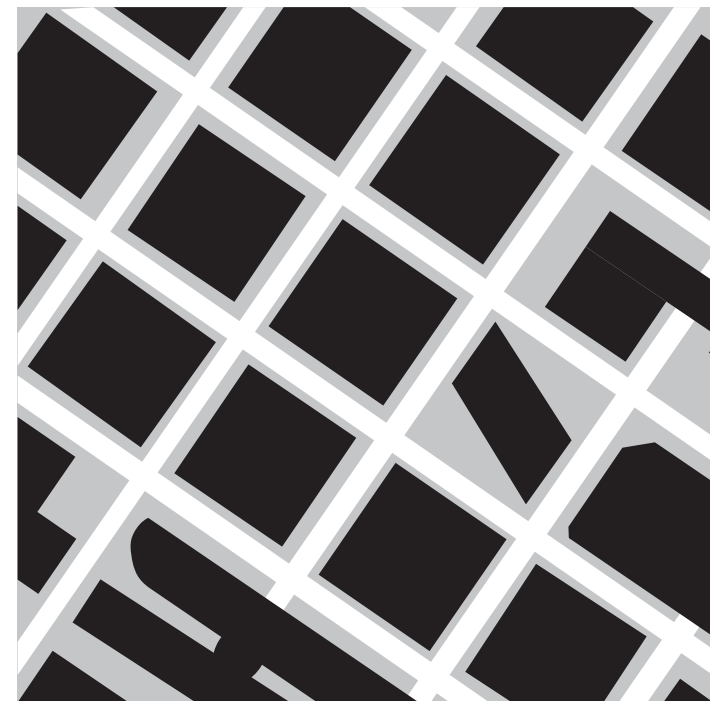
Alvin



Rosenberg



Denison



Houston

ROW Distribution

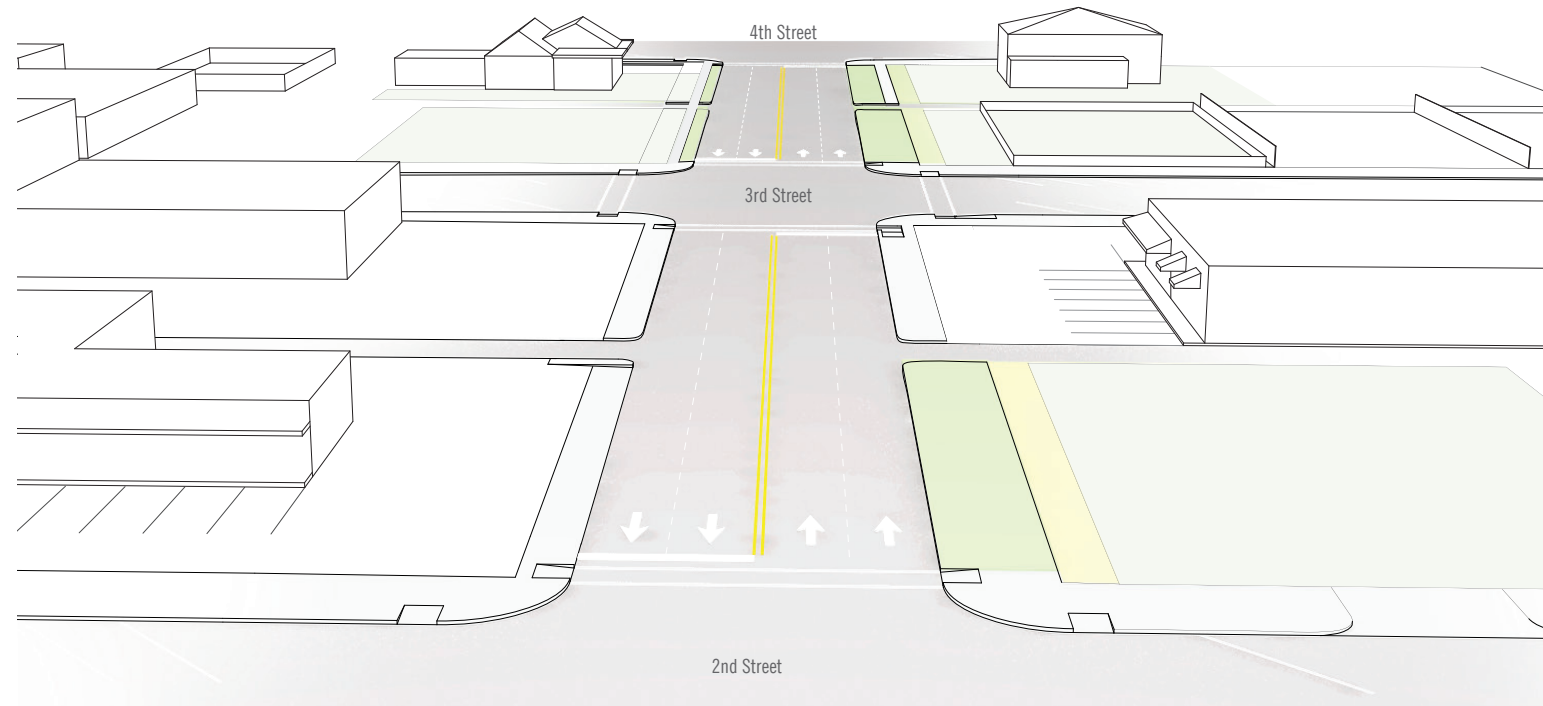


Houston

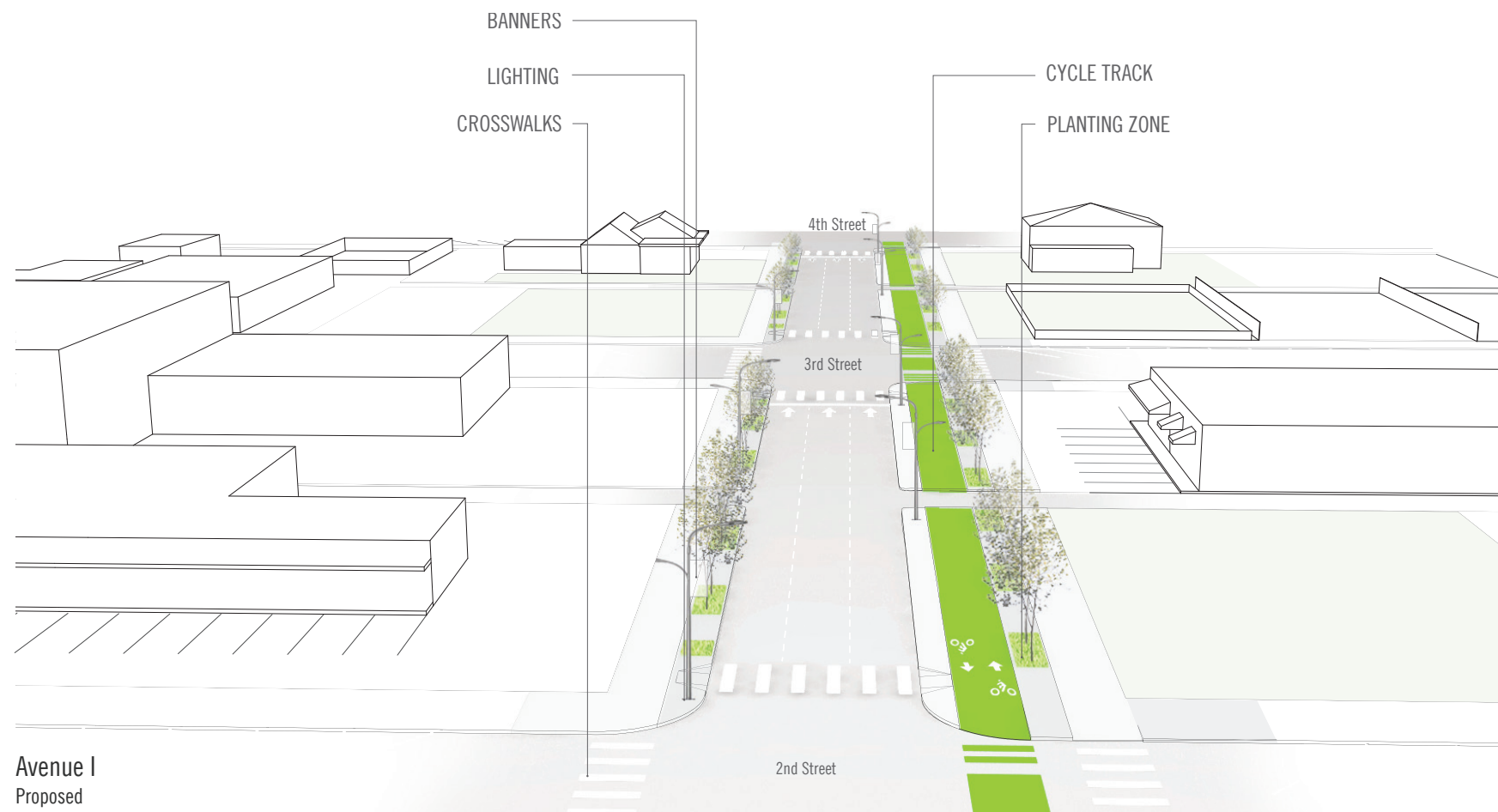


Alvin

Long-Term Recommendation

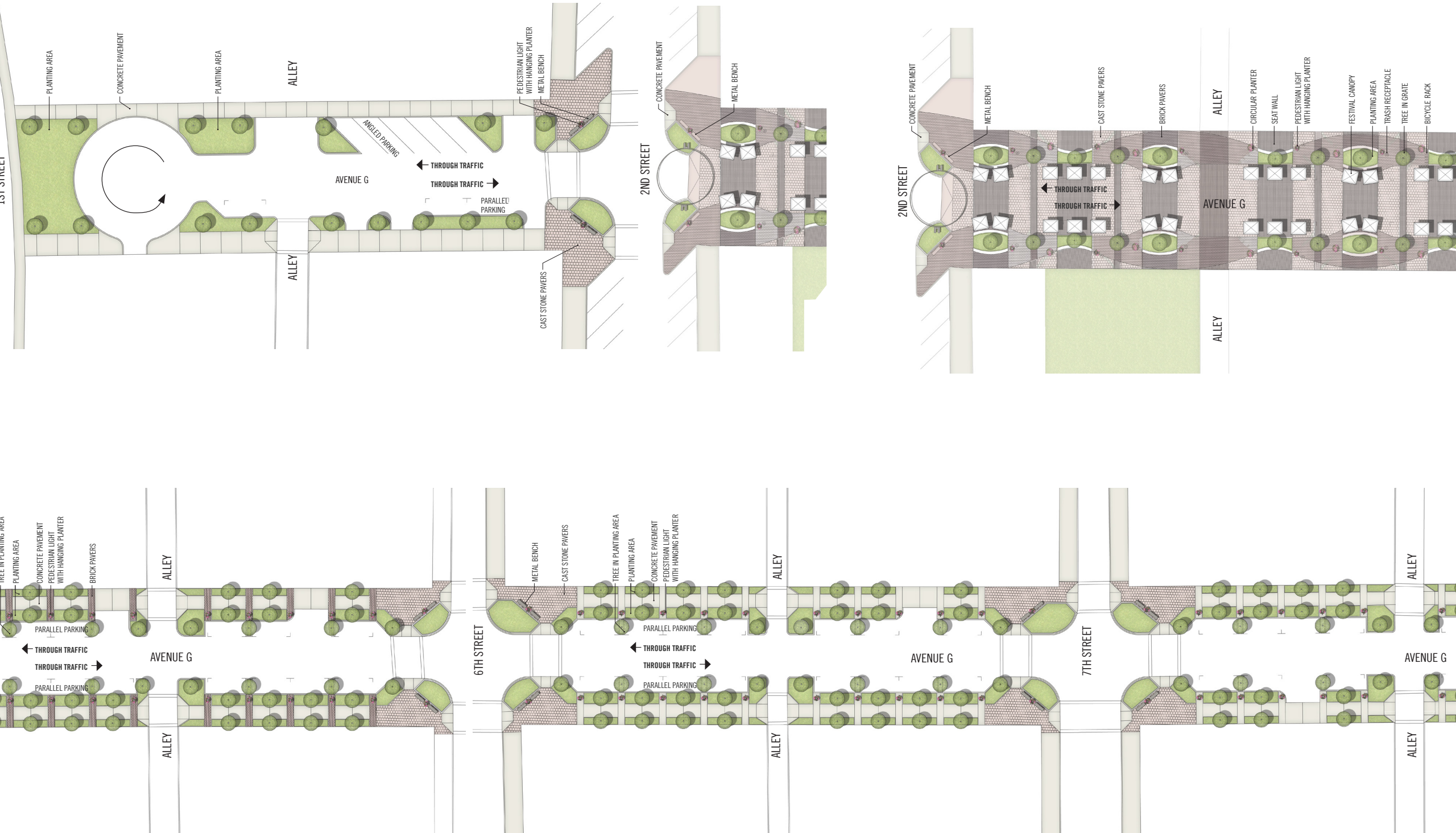


Avenue I
Existing



Avenue I
Proposed

Long-Term Recommendation

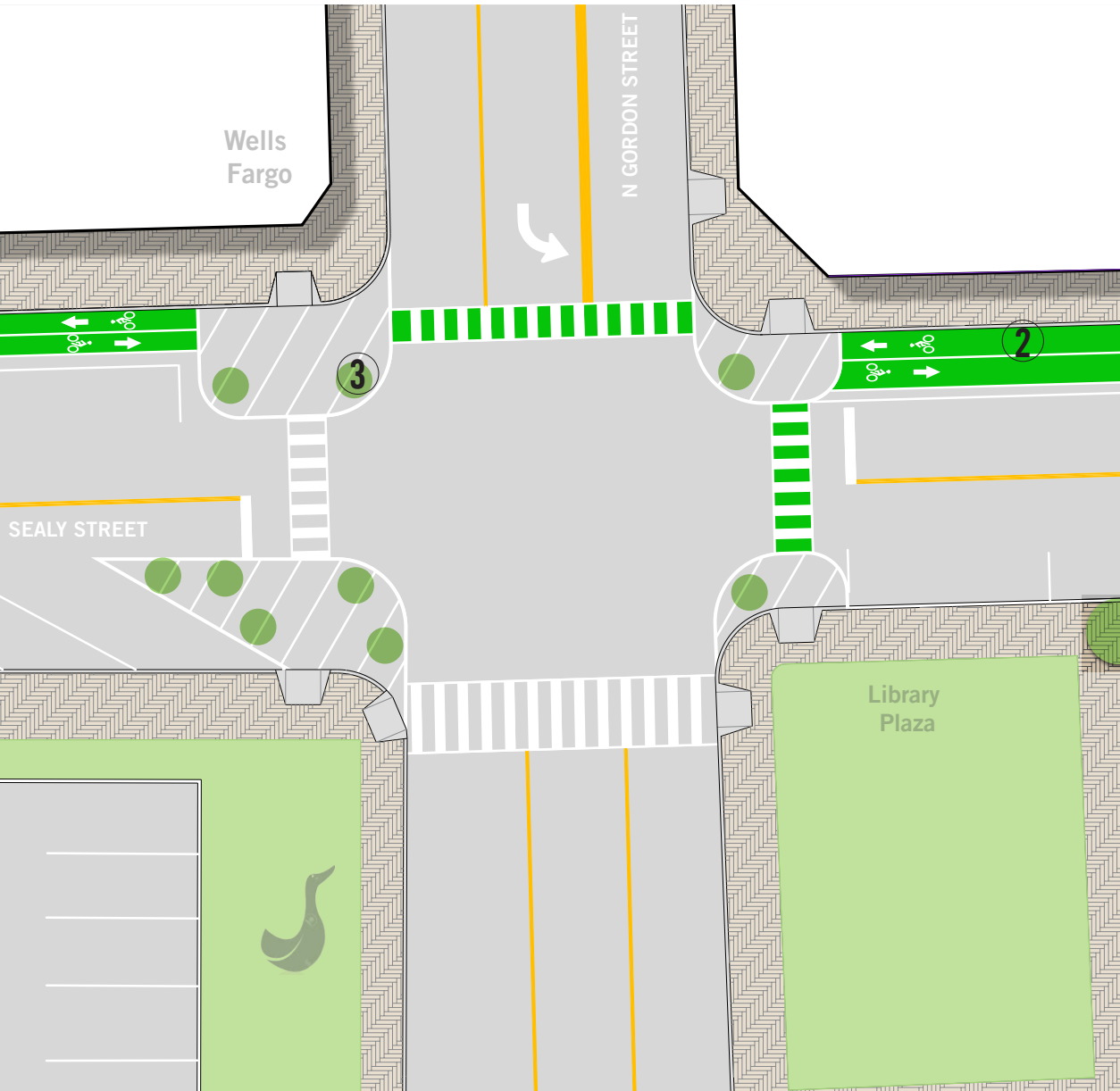


Long-Term Recommendation

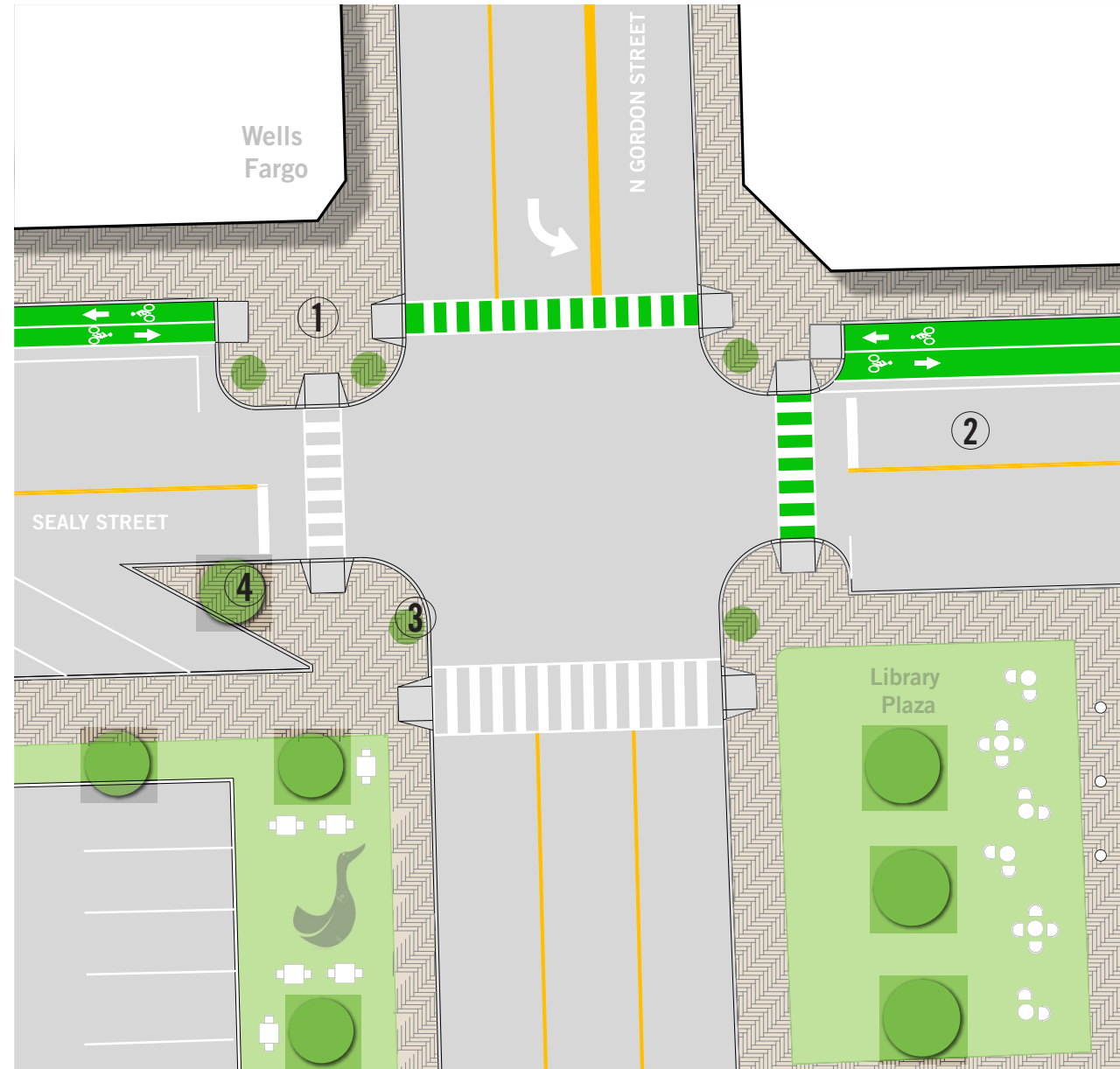


Phasing for Instant Impact

Phase 1
Temporary



Phase 2
Permanent



4 Informal Approach



Instant Impact Wayfinding



Formal vs Informal



Houston



Alvin

5 Events



Transforming Spaces



Projects
NOTE: Prioritize these 1-11, with 1 most important
Complete Ugly Corner
Street Lighting (better lighting at night in the area)
Light Nat Oak Park Year Round/Improve Nat Oak Park Lighting
Iconic Art (gateway to downtown, vacant areas)
Murals (on vacant sides of buildings)
Bump-Outs (temp to perm)
Building Lighting (around tops of city buildings)
Private Property Sealy at Hardie (partnership)
Create Community Calendar
Wayfinding Signage (phased in to grow over time)
Downtown Map (part of wayfinding program)

Programs
NOTE: Prioritize these 1-10, with 1 most important
More Concerts (Tommaso's, Gordon St. Tavern)
Food Truck Friday/Thursday
Promote Market Days (and other elements with it)
Schedule Parks & Rec Events Downtown
Art Walk Events
Party on the Lawn
Movie Nights Downtown
Museum Longer Hours
Pot Luck on Hardie
Stantons Pancakes Event (and other elements with this)





My Friend's House
Consignment

Denison
ART and
ENTERTAINMENT
District
celebrates
downtown

- Adams St
- Moon Al
- to Theatre
- y Karam Gallery
- ce xplosion
- Sea+ Sportcards
- arking →

Shelly Tate Garner
denisonlive.com

RIALTO

MOVIES
& MUSIC
ON MAIN

RED RIVER OPRY
COUNTRY GOLD

Eiffel

RUGS
& STUFF



Questions?

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